



Course Specifications

Course Title:	International Business Administration
Course Code:	MKT 305 (Group # 1317, 1384)
Program:	BSBA (Tri-Semester-II: DECEMBER 2022-FEBRUARY 2023)
Department:	MARKETING
College:	BUSINESS ADMINISTRATION (CBAK)
Institution:	Prince Sattam Bin Abdulaziz University

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A. Course Identification

1. Credit hours: 3	
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 7th Level / IV year (DEC-2022-FEB.-2023)	
4. Pre-requisites for this course (if any): Principles of Marketing (MKT-201)	
5. Co-requisites for this course (if any): NONE	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning	n/a	n/a
4	Distance learning	n/a	n/a
5	Other	42	100

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lectures	35
2	Laboratory/Studio	n/a
3	Tutorial	n/a
4	Others (internals, assignments & mini-projects)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description: This course 'International Business Administration' elucidates the concept of international trade and its pattern. It emphasizes the importance of regional integration alongwith significance of cross-culture behavior in international business activities. The course interprets the factors, the driving forces and the barriers in global business environment. It also explicates the theories of international trade and the prominence of government intervention in foreign direct investments. The course enunciates the structure and functional strategies of an international business organization.

2. Course Main Objective: The course 'International Business Administration' illuminates the students career interest towards business organizations operated internationally. Students should be able to learn business operations across nations with appropriate reasoning. It enables evaluation of an international orientation of the business studies by inculcating concepts of international trade, globalization, foreign direct investments, foreign exchange with essential focus on the marketing, human resource and financial operations conducted in a different nation. Students may take initiative to start their own business in the field of export or foreign exchange or work as an executive or an analyst.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the concept and importance of international trade. Describes the patterns of trade and inter-dependency of the nations.	
1.2	Outlines the global business environment factors such as cultural, political, and economic which influences the global business activities	
1.3	Narrates the theories of international trade and investments specifically the comparative advantage theory and the Keynes's theory of IRR	
1.4	Describes the purposes of international capital market, foreign exchange market and IFIs	
1.5	Learn about the international organizational structure and the functional departments	
2	Skills :	
2.1	Differentiates between the levels of regional integration of the nations with special focus on GCC	
2.2	Contrast the legal & political and social & cultural environmental issues in any particular nation or region	
2.3	Interpret the implications of foreign direct investments and government intervening policies	
2.4	Evaluate the functioning of the international capital market and the policies of the World Bank and the IMF	
2.5	Distinguish between the various modes of entry and major concerns of the functional areas of the MNCs	
3	Values:	
3.1	Recognize the nature of the international trade and the factors of regional economic integration	
3.2	Compare the regional differences of political and economic issues in order to measure globalization impact	
3.3	Identify the instruments used by the home and the host government nations as a tool of control on cross-border business activities	
3.4	Online research about the markets of bond, equity and currencies	
3.5	Screening the potential opportunities in the international market through table research	

C. Course Content

UNIT #	List of Topics	Contact Hours
I	International Business and Regional Economic Integration: An Overview of International Trade- Factors affecting International Trade-Benefits of International Trade-Dangers of Trade Dependency-Regional Economic Integration-Levels of Regional Integration- Benefits and Drawbacks of Regional Integration- Integration in Middle East (GCC)	6
II	International Cultural & Economic Environment: The Internal Environment - Cross Cultural Business-National Culture and Subcultures-Components of Cultures-Manners and Customs-Social Structure - Religion - Economic and Political Environment-Economic Systems (Centrally Planned Economy, Mixed Economy, Market Economy)	10
III	International Political-Legal Environment and Globalization: Political Systems (Democracies, Theocracy, Socialism and Communism)-Political Risk-Legal Systems- External Environment – Globalization - Impact of Globalization on Markets and Production-Forces Driving Globalization-Falling Barriers to	8

	Trade and Investment, Technological Innovation, Impact of Globalization on Jobs & Wages, and on Labor & Environmental Regulations	
IV	International Trade and Investment: Significance of Trade Theories in International Business-Theories of International Trade-Mercantilism, Adam Smith's Absolute Advantage Theory, Ricardo's Comparative Advantage Theory, Heckscher – Ohlin's Factor Proportions Theory and Michael Porter's National Competitive Advantage Theory-. Foreign Direct Investment-Patterns of Foreign Direct Investment-Ups and Downs of Foreign Direct Investment (Impact of Globalization and Mergers& Acquisitions)-Worldwide Flows of FDI- Explanations for Foreign Direct Investment-Government Intervention in Foreign Direct Investment -Government Policy Instruments and FDI	8
V	International Financial System: Foreign Exchange Market-Functions of the Foreign Exchange Market- Foreign Exchange Market Today-Institutions of the Foreign Exchange Market-Currency Convertibility-Goals and Policies for Restricting Currencies - International Financial Institutions (The World Bank and International Monetary Fund) AND ENTRY MODES	10
Total		42

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the concept and importance of international trade. Describes the patterns of trade and inter-dependency of the nations.	Lectures with examples, conceptual framework, text book references, research article references, internet references, PPTs and handouts	Quizzes, mid-terms, and final examination of the coursework covered
1.2	Outlines the global business environment factors such as cultural, political, and economic which influences the global business activities		
1.3	Narrates the theories of international trade and investments specifically the comparative advantage theory and the Keynes's theory of IRR		
1.4	Describes the purposes of international capital market, foreign exchange market and IFIs		
1.5	Learn about the international organizational structure and the functional departments		
2.0	Skills		
2.1	Differentiates between the levels of regional integration of the nations with special focus on GCC	Mini Project Preparation, Relevant Case Studies, Individual or Group Presentation, diagrams & pictures Saudi company websites engaged in services sector, industry reports, and comparative studies etc.	Evaluation of mini project with individual or group presentation skills, assessment of application of theoretical framework through written assignments skills, observing
2.2	Contrast the legal & political and social & cultural environmental issues in any particular nation or region		
2.3	Interpret the implications of foreign direct investments and government intervening policies		
2.4	Evaluate the functioning of the international capital market and the		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.5	policies of the World Bank and the IMF Distinguish between the various modes of entry and major concerns of the functional areas of the MNCs		interpretation abilities of data etc. However, it is in the range of assessment of coursework
3.0	Values		
3.1	Inculcating values of honesty and integrity. Emphasizing business ethics.	Group Discussion, Debate, Devising plans, Data analysis & interpretation etc.	Examining mini-projects, evaluation of class-room activities, assessing students' discussion, logical abilities & speaking capabilities etc.
3.2	Recognize the nature of the international trade and the factors of regional economic integration		
3.3	Compare the regional differences of political and economic issues in order to measure globalization impact		
3.4	Identify the instruments used by the home and the host government nations as a tool of control on cross-border business activities		
3.5	Screening the potential opportunities in the international market through table research		

2. Assessment Tasks for Students

#	Assessment task* (Blackboard-Online)	Week Due	Percentage of Total Assessment Score
1	Quizzes-I & II-Online-BB-Best of the TWO	4 th & 9 th	10
2	Mid Terms (one)	6 th , 11 th	20
3	POSTER PRESENTATION - GROUP		10
4	INTERNET ASSIGNMENT		10
5	Final Examination (February-2023)	After completion of 12 th Week	50
TOTAL MARKS			100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	John J. Wild & Kenneth L. Wild, 7th edition, Global Edition, Pearson ISBN 13-978-0-273-78697-9
Essential References Materials	Websites of Regional Economic Integrations
Electronic Materials	<ul style="list-style-type: none"> Journal of International Business Studies (http://www.jibs.net/) www.economistacademic.com www.wstjstudent.com
Other Learning Materials	Supplementary Readings, Relevant videos and Websites of MNCs of the KSA

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	BLACKBOARD ONLINE
Technology Resources (AV, data show, Smart Board, software, etc.)	BLACKBOARD ONLINE
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of Teaching: At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by Quality & Development Unit regularly using the Survey. The results are communicated to the faculty members.	Students	Feedback through Survey
Evaluation of Teaching by the Program/Department Instructor: A senior faculty from the college/department nominated by DC visits the class and observes at least 2-3 classes during the entire semester. Peer observer provides his feedback on a template provided by	Program Instructor and Peers Self	Observation Self-Reporting (to be discussed

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<p>Deanship of Development & Quality viz. class observation form for developing the teaching learning process.</p> <p>And</p> <p>At the end of each semester, the course instructor self-reflects his experiences during the semester and prepares the course report, which is discussed at the DC/CC for further improvement.</p>		in DC)

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	August 2022